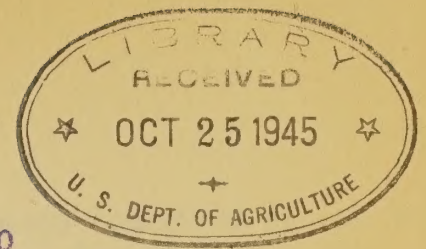


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AAA INFORMATION CALENDAR -- OCTOBER 1940

AAA Committeemen -- A Force for Democracy

These are times when cherished beliefs are being put to test. Grimly efficient dictatorships, in their onward march, constantly slander the ability of liberty-loving democracies to act quickly and efficiently. In AAA, we have an opportunity to show that democracies can match totalitarian efficiency and at the same time preserve human liberties.

An outstanding example of efficient democratic operation in the United States today is the work of the AAA farmer-committeemen. More than 100,000 county and community committeemen are elected yearly by their neighbors to supervise locally the far-reaching conservation work of the AAA Farm Program. Farmers have never before had this means of rapidly getting information about agriculture and the situations affecting it. In terms of agricultural preparedness alone, this efficiency is obvious.

In our information work, we can point out the force for democracy represented by the farmer-committeemen. News stories and radio programs on the AAA Farm Program, and educational work in general, will gain in value if this "democracy in action" feature is stressed.

Administrator R. M. Evans said recently: "Triple-A is not something way off in Washington, but something very close to the soil. Triple-A consists of farmers working out their own problems through Federal power given them by Congress, to be used for the good of agriculture and for the good of the Nation. I think it is a perfect expression of our democracy at work for the people.

"In these trying days when the world is disturbed with war and upheaval, when the United States is exerting every effort to maintain its democracy, I believe the farm program is one of our most important instruments to help farmers play their part in maintaining the fundamental principles of our Nation."

Tips on Coming Events
and Developments in AAA

-2-

Committee Elections -- In regions where community and county committee elections have not been held, State Offices should continue to stress the need of all participating farmers casting their ballots. County offices should be encouraged to stimulate interest in the committee elections. States may point out that administration of the AAA Farm Program represents "democracy in action."

Crop Insurance -- August 31, closing date for insuring winter wheat, is now only a matter of record. The next date to keep circled on the crop insurance calendar is February 28, 1941, deadline for insuring spring wheat. Each State will have the opportunity to map out a spring wheat insurance educational program far in advance, and plan to release the bulk of the informational material during the slack winter period.

Closing Dates -- States which have closing dates on the 1940 AAA Program coming up soon should make certain that adequate publicity is given through press and radio, insuring that farmers will complete their 1940 practices by the deadline date. These are the closing dates: North Central Region: September 30; Northeast Region, October 31, and North Carolina, October 31. SOUTHERN REGION: Alabama, Arkansas, Georgia, Louisiana, Mississippi, Oklahoma, South Carolina, November 30; Texas, October 31 and November 30; Florida, December 31. WESTERN REGION: California, August 31; Kansas, September 30; Colorado, Idaho, Montana, North Dakota, October 31; Wyoming, November 15; New Mexico, Oregon, Washington, November 30; Arizona, Nevada, December 31; Utah, October 31 and December 31.

State Handbooks for 1941 -- Regions are planning to distribute handbooks for the 1941 Program on a State basis.

Defense Committees -- New York State, Massachusetts and Pennsylvania have set up state defense committees to work with AAA in conducting educational programs on national defense, and are so set up that they will be available in other capacities in any time of emergency. This will no doubt afford special opportunities for information work in states having such committees.

Suggestions for
AAA News Stories

National Defense -- A story that may click right now with many editors of farm magazines and Sunday magazine sections is one explaining that your State and the Nation are well prepared from an agricultural standpoint for any emergency. The lead might quote from 1917 newspaper files when farmers were being exhorted to plant bigger crops for "Food Will Win the War." From that lead, the story could move to a quote from a recent AAA statement, "There Shall be No Hunger Here", pointing out adequate supplies of food now on hand. As the article develops, it could emphasize that even though American farms produce more efficiently than ever before, conservation farming under the AAA insures farms being kept in good condition despite heavy production. Some factors responsible for agriculture's gains should be mentioned, such as: Educational work of AAA and Extension Service, farm technology, conservation practices, the Ever-Normal Granary, federal crop insurance, federal marketing assistance, etc

Farmer-Committeemen -- Few States have developed fully the possibility of preparing feature stories for leading newspapers and farm magazines on the unique farmer-committeeman method of administering the AAA Farm Program. These stories could emphasize that this represents "democracy in action", giving farmers equal voice in running agricultural affairs of our country. They could point out, also, that county and community committeemen of your state, as well as over 100,000 in the Nation, comprise a strong organization which aids agricultural preparedness. The ability of farmer-committeemen to administer the AAA program efficiently has won for agriculture the raised respect of the Nation.

Range Program -- Every ranch operator will understand an article which shows the "dollars and cents" value of the AAA Range Conservation Program. The story should stress the fact that improved grass and water resources mean a better stabilized livestock industry. Deferred grazing and better livestock utilization as a result of improved water supplies means improved calf and lamb crops; calves weigh more at weaning time; lambs are heavier, and may mean production of market lambs rather than feeder lambs; more wool from ewes; dry ewes and cows fatter in fall; insurance against climatic fluctuations, which may mean the difference between being able to hold livestock over winter in a bad year or being forced to sell off many head in the fall. In most range states there are specific examples of stockmen who have "cashed in" on improved grass and water resources.

Corn Resealing -- Corn resealing will be well enough along to permit summary stories pointing out the amount of redemption made possible by rising corn prices, and protection given by resealing. The hog market has recently been very responsive to effects of loan and adjustment programs. An effective county story might cite the example of an individual farmer -- how and why he reduced farrowings, contrast between what he got for hogs in the spring and in fall of 1940, and the total effect on his income of the corn loan and improved hog prices. It is possible that figures on this could be worked up on State basis.

Leading Conservation Farmer -- There's an opportunity for counties to prepare local feature stories on the "leading conservation farmer." The county committee might have to make some sort of arbitrary selection, taking into consideration the percentage of total crop land in soil-conserving practices. Other possibilities include stories on farmers who used the most lime or phosphate, who seeded the largest winter cover crop acreage, etc.

Farm Storage -- Success of both wheat and corn growers in building up an Ever-Normal Granary on their own farms through farm storage of these commodities is worthy of newspaper space. Stories should emphasize the fact that even though weather conditions in many areas were severe last winter, corn and wheat came through with very little loss due to proper handling and frequent inspections made by the AAA, and remains in good condition.

Miscellaneous
Informational Tips

When Winter Comes -- Farmers in practically every State normally have a winter slack season when they have fewer duties and more time for listening to the radio and reading. Valuable educational work can be done during those weeks. State office efforts probably will be "better digested" than at any other time. Plans can be outlined now for gathering background material, and getting it into shape for release.

National Defense -- Newspaper readers are so interested today in news about war and national defense that run-of-the-mill agricultural conservation stories may easily be shoved to one side by the editor. To be certain of more ready acceptance, AAA stories should incorporate "agricultural preparedness" and "democracy in action" angles whenever such treatment is justified.

FCIC Letters -- The Federal Crop Insurance Corporation will assist state offices in preparing letters on the crop insurance program. Materials available include letterhead stock, crop insurance form letters ready for mailing, and mimeograph stencils ready-cut with cartoons illustrating crop insurance practices.

AAA Summary in Fair Catalogs -- Arkansas has discovered the possibility of getting county fair boards to insert brief information on the AAA in their county fair catalogs. The Bradley County Livestock Show and County Fair, to be held October 16 and 17, issued a catalog containing an interesting summary of the program, as prepared by the county committee. The outline concludes with an invitation to the public to visit the county office and "talk your problems over with us." It's late in the season for this sort of thing now, but state offices might keep the suggestion in mind for possible future use.

Soil-Building Week -- The Georgia State AAA Office set aside the week of September 9 - 14 as a time for special emphasis on the need for conserving and restoring soil fertility and the part played by farmers in national defense. A feature of the "Soil-Building Week," was a series of one-day educational meetings for county and community committeemen. Bartow County, Georgia, was selected as the outstanding county in the state in soil-building work, farmers having earned 92 percent of the county's soil-building allowance. Burke County was named second, with 91 percent of the allowance earned. This sounds like an excellent way to focus public attention on the value of AAA soil conservation. Many other states might be able to successfully hold a "Soil-Building Week," accompanied by special meetings and selection of an outstanding conservation county.

AAA and Vocational Agriculture -- States in the East Central Region are inviting cooperation of vocational agriculture teachers in using soil-building practices for class projects. Suggested projects include cover crops, forestry, pastures, and soil-conserving crops such as alfalfa, red clover, legume and grass mixtures. It is believed that young farm people will have better knowledge of conservation aims of the AAA Farm Program if, in their vocational agriculture work, they carry out as projects some of the actual practices set up under the program. In the Northeast Region, Pennsylvania has an office assistant who spends a good part of his time working with vocational groups in schools.

Crop Insurance Leaflet -- State offices desiring leaflets on the crop insurance program as it applies to their own states are offered assistance by the Federal Crop Insurance Corporation. States may either prepare the full text of the leaflet and illustrate it with their own pictures, or they may request that FCIC develop the material for them. Printing of the leaflets will be done in Washington.

Crop Insurance Movie -- Work is progressing well on the crop insurance movie which FCIC hopes to release to state offices in Kodacrome 16 mm. size late this fall or early in the winter.

Defense Mats -- Michigan is releasing a series of news mats on the farmer and national defense. Pictures are planned so as to "translate dry statistics into human terms that mean much more than columns of figures." Recent example: Two-column mat shows low-angle picture of 2 sacks of wheat resting on rack, outlined against sky. One sack is full and represents U. S. wheat production and carryover this year. Other sack only part full and represents U. S. consumption. Seated between two sacks, eating wheat bread sandwich and dangling legs over edge of rack, is attractive 4-year old girl. Legend explains significance of two sacks of wheat, and concludes: "Beverly Kay and all other American girls and boys are protected against want and famine by the Ever-Normal Granary feature of the AAA Farm Program."

Special News Mats -- The division of information can help state offices prepare special mats. Example of this service: East Central Region is carrying on a campaign to get farmers to plant more winter cover crops, and wanted to show the extent of this practice in each state. A division of information artist prepared a map of each state, shaded to show counties leading in cover crops, average counties and deficient counties. Maps were made into news mats with explanatory legend and heading, such as, "Virginia Needs More Cover Crops." These are said to be meeting excellent reception among east central newspapers.

Suggestions for Radio Programs in the States

Harvest Broadcasts -- In the fall, "when the frost is on the punkin' and the fodder's in the shock," there's a good opportunity for radio programs telling what the AAA Farm Program means at harvest time. Your script can point out some of the factors which helped to make the season more successful than it might otherwise have been -- improved soil through conservation practices, guaranteed wheat crop through federal crop insurance, supported prices through

crop loans, increased supplies of feed as a result of more grasses and legumes, better water supplies for early fall grazing as a result of more ponds, tanks, etc.

On Radio Technique--Good radio presentation demands close editing of the script. In our haste, we sometimes overlook this fact. We know we can't apply the same editing rules to radio copy that we apply to news copy; so, we're prone to let it stand pretty much as written. The best radio editing accompanies rehearsal. Many participants misplace the emphasis in a sentence because the sentence is constructed wrong -- wrong for their particular use, that is. And misplaced emphasis is probably the most common fault in broadcasting from script. By editing during rehearsal, we can put the "emphasis words" where they belong. For people who insist on stressing unimportant words, avoid ending sentences with "of it," "for them," and such-like. Also edit for time instead of letting your man try to speed up or slow down. Vary his speed for effect, not for time. And edit for the person broadcasting. Even if the piece looks like natural talk language on paper, it may not suit your man. When he gives it, he may sound as if he's putting on airs. Rehearsal-editing can fix that. Few persons can get away with this sort of statement for example: "Ladies and gentlemen, let us work -- let us work this year and next year and every year, toward the goal which we have established." What he really means, and what sounds most natural, is: "Folks, we've got a big job to do. Let's get at it, and keep at it until it's done."

Summary of Recent Important Publications

(Considerable informational material pertaining to the AAA Farm Program comes to the desks of State office Assistants and extension editors each week. We hope this new feature of the AAA Information Calendar will help point out recent publications of unusual value and suggest their possible use).

More Abundant Wildlife Through the AAA Program--G-100, June 1940. Printed leaflet illustrated with attractive photographs. Tells how the AAA program, through conservation practices, increases wildlife cover and food supply. For distribution to sportsmen's groups, students, others interested in wildlife conservation.

Can We Use Our Cotton at Home?--June, 1940. Fifteen-page printed bulletin explaining cotton situation. Valuable as background for news articles, radio programs, general talks. Excellent discussion of surplus problem, touching on other commodities besides cotton.

Questions and Answers About the AAA Farm Program--June 1940. Forty-three mimeographed pages of questions and answers on the AAA Farm Program. Most complete compilation of typical questions and their answers ever prepared by the AAA Division of Information. Handy for use at farmer-businessman meetings, in preparing leaflets, in answering inquiries, and for general informational use.

Wheat Grower's Information--3-10, July 1940. Six-page "Wheat Grower's Information," C-93, published in January 1939, containing information on the date. This printed leaflet should be in the hands of every wheat grower.

Wheat Grower's Information--July 1940. General three-week copy of address by Walter L. Hays, Professor of Economics, University of Texas, before National Wheat Conference, Washington, D. C., July 11, 1940. A highly interesting analysis of the nation's needs if we are to preserve our democratic form of life. Valuable for reference and quotation.

Migrant Labor--August 1940. Four-page three-column statement prepared by Division of Information, showing how Agricultural Adjustment Administration is cooperating in the solution of the migratory farm labor problem. Valuable for reference and quotation.

The Learning of Total Defense--August 1940. Seven-page three-column copy of article by Earl Olson on the rise of Nazi Germany, description of total war, and opinion on what America must do in line of defense. The article throws light on how farmers and all other citizens may help America's over-all defense. Based on Mr. Olson's first-hand observations, made during recent travels in Europe. Valuable for reference and quotation.

October Photographic Opportunities

Committee Men--State officers can help out across the fact that election of a farmer to the county committee, and especially to the chairmanship, makes him worthy from a news value standpoint of a picture in the local paper. In some states there may be an opportunity to secure pictures of all county committee chairmen and work them into a layout for use in a leading daily paper or farm magazine.

Wetness Making--If feature stories are prepared on the water-reducing process, pictures showing stages of manufacture in the community workshops will enhance their appeal. A series of four such pictures was used effectively in a recent newspaper display in the Southern region.

Conservation Practices--Seeding of winter legumes and other cover crops, pasture reseedling, application of lime and phosphates, and terracing are listed among conservation practices available for enactment during October.

Harvest Scenes--October offers excellent opportunity for taking pictures of general harvest scenes. Such photographs often are handy for illustrating effectively the Ever-Normal Granary idea. Sometimes they will need for giving "farm atmosphere" to conservation display panels. Other states will find October a good month for taking pictures of cotton harvesting and ginning. The file of cotton pictures in Washington is depleted, and state officers may be able to help restock it with new material.

Fairs and Festivals--If you're gathering a set of conventional practice pictures to submit to a large newspaper for rotogravure use, don't forget that an AAA exhibit with a lot of people inspecting it is self-evidence of public interest in the program. Good idea, also, to have a few general pictures of fairs and festivals in the files. You may find use for them later.

Livestock--September and October are marketing months for feeder cattle. Range areas offer possible pictures showing livestock being driven to shipping points, loaded, marketed at sale rings in rural towns or sales being made to buyers visiting range areas. Arrival of feeder cattle at Corn Belt feedlots also offers possibilities. Such pictures may have future value for use as background material.

Speeches and Meetings

East Central Region--Meetings will be held throughout Hurley and dark tobacco areas preliminary to marketing quota referendums in November. Leading farmers, state office representatives, and representatives of the Washington office will speak at meetings and on the radio. Tennessee will begin a meeting series late in October, with AAA leaders and the extension service participating. Dates and places will be announced later for talks on Hurley and dark tobacco situations to be given by AAA officials. Virginia will hold district educational meetings on the 1941 Program.

Northeast Region--New Jersey will hold a statewide meeting of AAA workers in October to discuss the 1941 program, which will include discussion of problems of agriculture in defense. Other New Jersey farm organizations will cooperate with AAA in the defense meeting. Regional, state and county meetings and demonstrations will be held in October in connection with the cotton mattress program. A. W. Manchester, Northeast director, will continue a series of radio broadcasts on agriculture in defense over the Colonial Network, Boston, October 11.

North Central Region--A series of state meetings is planned for the latter part of October, to discuss listing procedure to be used in determining 1941 allotments. Secretary of Agriculture Claude Wickard, Assistant Secretary Grover Hill, and AAA Administrator R. E. Evans may have speaking engagements in the region, dates to be arranged.

Southern Region--Some states will be holding county meetings on the 1941 Program.

Western Region--Some states will be holding county meetings on the 1941 program. In the Southern Great Plains, state and local meetings are being held to work out local wind erosion control programs within the limits of the national special county docket. State committees will have the information on this.

Developments in the Commodity Programs

Wheat -- Commodity loans on wheat, barley and rye will continue. In many areas, October will be an active month for seeding winter wheat. Good opportunity for a news story summarizing results of 1941 wheat signup in winter wheat States.

Corn -- Corn loan liquidation and resealing will continue in corn counties during October. The Agricultural Adjustment Act of 1938 provides for announcement of a new corn loan rate about November 15.

Cotton -- County offices will be working on 1941 farm allotments for cotton. Cotton loan and marketing quota programs have been announced.

Tobacco -- The flue-cured tobacco marketing season will reach its climax during October and November, with sales in the Eastern Bright Belt, Middle Belt and Old Belt. Referendum on marketing quotas for burley and dark tobacco will be held in November. County offices will be working on 1941 farm allotments.

Other -- (Note for Oregon, Washington, California, Idaho, Michigan) Purchase program to encourage production of Austrian winter pea and hairy vetch seed will be continued in 1941. See Sept. 7 press release. Opportunity to stress (1) new income crop, (2) increased and stabilized seed market developed, and (3) increased and stabilized supply of seed developed. County offices will be working on 1941 farm allotments for peanuts, rice, potatoes and vegetables.

Soil-Building Program Developments

Practices -- In some states, farmers still have opportunity to carry out soil-building practices and receive 1940 credit. First Central: Terracing, application of phosphate and lining material, and seeding of winter legumes and other winter cover crops.

Northeast: The 1940 program closes October 31, giving farmers opportunity for a month of soil-building work. Dates of the conservation materials program are announced as September 15, 1940 to July 31, 1941.

North Central: Farmers will begin carrying out soil-building practices that will earn payments in 1941. Many types of seedings, tree-planting and gathering of tree nuts for planting next spring, and various cultivation practices will be carried out. Limestone ordered before September 1 under conservation materials program but not received before September 30 will earn 1940 program credit if applied during October.

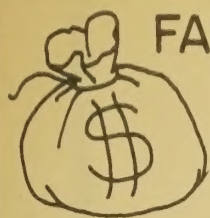
Southern: Principal soil-building practice will be the planting of winter legumes. Important also will be application of lime and phosphate, both to pastures and land on which winter legumes are being grown. Terracing and seeding permanent pasture will be principal practices during following month of November.

Western: Seeding will be the principal soil-building practice, including seeding of crested wheat grass in the Pacific Northwest, and winter and cover crops. Others include fertilization practices, fall and winter listing, and leaving sorghum stalks as cover.

Performance: In many states, checking of performance with the 1940 program will be concluded. In others it will be nearing completion.

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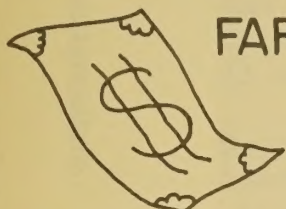
AGRICULTURE'S PROGRESS- 1932-1939



FARM CASH INCOME

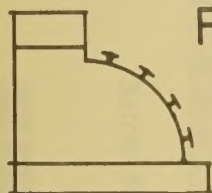
INCLUDING
GOVERNMENT
PAYMENTS

UP 82%



FARM PRICES

UP 43%



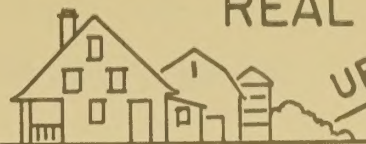
FARM BUYING POWER

UP 72%



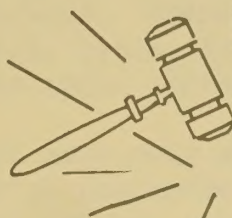
RURAL RETAIL SALES

UP 102%



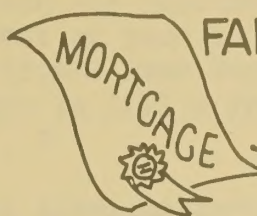
VALUE OF FARM REAL ESTATE

UP 15%



RATE OF FARM BANKRUPTCY

DOWN 75%



FARM MORTGAGE DEBT

DOWN 23%



FORCED FARM SALES

DOWN 69%

The illustrations shown above portray strikingly the progress toward complete recovery made by agriculture during the last seven years. They are suitable for use singly or in combination. State offices should find them helpful in illustrating various types of publications.

The illustrations, as prepared, show progress of agriculture on a national basis. They may be revised easily to fit State conditions.

Suggested uses of the "pictographs" include:

- (1) Enlargement to wall chart size for use in meetings, especially farmer-businessman meetings.
- (2) Illustrating State office letters or news letters.
- (3) Envelope enclosures.
- (4) Incorporation into filmstrips.
- (5) Distribution in news mat form to newspapers.

Extra copies of this page, in limited number, may be obtained from the regional office or the Division of Information, AAA, Washington, D.C.

